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FAT SALVAGE PROGRAM COPY POLICY

The need for salvaging used kitchen fats in 1945 is more important than ever. Military demand for products that fats and oils help to make is greatly expanded. Measured against this demand are declining supplies of some of the important fats and oils. Also, our pre-war import sources of oils have been cut off almost entirely.

Military and industrial requirements this year for fats and oils of the type collected in the fat salvage campaign are more than 2-1/2 times 1940 governmental-industrial needs. Essential civilian requirements must be met also. Despite this greater demand, sources of supply will not be as plentiful as last year -- a period of record U. S. production of fats and oils. In short, we have urgent need in 1945 to salvage 250,000,000 pounds of used fats to help to make up a deficit. The richest remaining source is used kitchen fats--the kind found in homes, restaurants, hotels -- any place where food is consumed.

The War Food Administration is spearheading the current fat salvage campaign, with the cooperation of the War Production Board, the Office of Price Administration, the Office of War Information, the armed forces, and interested industry and civic groups.

Several months ago these groups agreed on certain definite policies as a guide to all promotional activities for salvaging used fats. These policies are:

1. The products of fat salvage have many uses. Any of them may be chosen for emphasis in some approximation of their importance to the war effort. It should not be implied that any one is the sole reason for salvage.
2. Such emphasis, however, should not neglect the extraordinary variety of important uses of fats, and copy may make considerable use of this variety.
3. It is desirable that information material should dramatize the war and industrial uses of fats of the type collected in the Fat Salvage Program.
4. Appeals to fear, however, should be avoided. It is not proper to suggest, for example, that failure to turn in fats will result in deaths of American soldiers or the loss of a battle.

These, then, are the broad policy outlines shaped to bring about the most effective results possible. They are to be used for guidance in the preparation of all Fat Salvage Program materials. Adherence to them will assure maintenance of the integrity of the program and its objectives. They are to be translated into specific copy slants and appeals as suggested below:

DO dramatize war and industrial uses of fats (Example: "Out of the Frying-Pan into the Firing Line," depicting use of fats in helping to make munitions, military medicines, protective coatings, opiates to ease pain, sulfa ointments, smallpox vaccines, synthetic rubber, nylon for parachutes, textile, lubricants and cutting oils, mildew- and water-proofing materials for military uses, leather, military and civilian soaps, and so on.)

BUT DON'T appeal to fear. (Example: "Failure to turn in fats will deprive service men of needed materials, even of their lives.")

DO make sure that in publicizing military or other war uses of these fats that emphasis also is given to civilian uses. (Example: "This is only one of thousands of ways in which your used fats help on the home front and on the war fronts.")

BUT DON'T place your emphasis wholly on soap for civilians. (Example: "Failure to turn in enough used fats will mean rationing of soap to civilians.")

DO talk about what salvaged fats are used for (as in any of the examples listed above.)

BUT DON'T emphasize one particular use, implying that it is the sole reason for salvage.

DO present facts from the positive viewpoint (Example: "One in seven American housewives is doing a 100 percent job in salvaging used kitchen fats. If all housewives turned in all available used kitchen fats, we could collect about three times the present rate. This would enable us to meet stepped-up military demands as well as to maintain essential civilian requirements.")

BUT DON'T scold. (Example: "Because you haven't turned in all your used kitchen fats, you are helping to keep fat salvage collection below the levels needed to meet high military demands and essential civilian needs.")

DO use words of broad scope (Example: "munitions" rather than "Ammunition.")

BUT DON'T tie down use to too specific things. (Example: Use of "glycerine" when it is not absolutely necessary to the sense of the announcement. It is all right to say "essential ingredient." Don't say fats make war-needed products, but are "used in making," or "help to make.")

DO refer to fats as "used" or "used household fats."

BUT DON'T call them "waste fats." (Example: "Turn in all your waste fats to your local butcher." Correct way is: "Turn in all your used kitchen fats to your local butcher.")

DO ask that housewives turn in all fats when they are no longer usable for cooking. Just because fats are dark and smelly does not mean that they are no longer useful in the war effort.

BUT DON'T stress that fats must be "strained." (Example: "Strain your used kitchen fats into a clean tin can as soon after use as possible." Say instead, "Pour your used kitchen fats into a clean tin can as soon after use as possible." Straining is desirable, but not absolutely essential.)

DO point out that hard work need not be made of the operation of salvaging fats. (Example: "It's easy to do your share in the Fat Salvage Program if you keep a clean tin can handy in the kitchen. Keep it on the back of the

stove, if possible, or anywhere that is convenient for constant use. Then pour the used fats into the can while they are still hot.")

BUT DON'T suggest that housewives wait to take the can to the butcher until exactly a pound or more is collected. (Example: "Take it to your butcher when you have a pound or more." Say instead. "...when the can is full.")

DO say "American women are asked by their country to turn in at least 250 million pounds of used kitchen fats this year."

BUT DON'T say, "American women must turn in more than 250 million pounds."

DO stress the wide variety of uses of fats--civilian as well as military and industrial.

DO suggest the many ways in which saving and turning in used fats can add to housewives' red points. (Example: "Turning in 6 pounds of used fats would mean enough red points to obtain a half pound of butter.")

DO stress time of collection. (Example: "Don't wait until the butcher's (or grocer's) busy period to turn in your used kitchen fats. Turn in your fats before the week end." Or, if certain days are designated for turning in kitchen fats, stress that fact.)

DO point out that solid fats trimmed from meats before and after cooking and from fats salvaged from scraped dinner plates can be melted and added to the fat collection.

DO suggest that saving fats be practiced until it becomes a regular operation. (Example: "Always skim stews and meat-base soups, and really scrape the broiler pan, roasting pan, or skillet, for those all-important used kitchen fats. Pour them into a clean tin can and turn them in to your butcher.")

DO point out that two red ration points and 4 cents per pound will be paid for used kitchen fats. Butchers will pay at this rate for all used kitchen fats turned in.

DO point out that any size can may be used, so long as it is clean and made of metal. It does not matter if the clean tin can is large or small. Housewives find empty fruit juice or vegetable cans useful in saving fats.

DO point out that metal cans are necessary because retailers must turn in salvaged fats to processors in the original containers in order to keep poundage and ration point bonuses straight, and when quantities of cans are turned in this way, containers other than metal ones are likely to break.

DO point out that it is desirable to have tops covering the cans, but it is not absolutely necessary. A top can be made for the can with a small piece of waxed paper tied to the can. A top is especially desirable when fats are "runny".

